

Holiday & Winter Happenings



Starlight Yule Parade & Holiday Festival:

On December 6, the community is invited to kick off the holiday season with the 41st annual Chula Vista Starlight Yule Parade at 5:30 p.m. on Third Avenue between H and E Streets. The parade will feature marching bands, festive floats,

carolers, and holiday cheer. A holiday craft fair from 2 – 5 p.m. will be held in Memorial Park on Third Avenue in downtown Chula Vista. It's sponsored by the City and the Downtown Business Association, (619) 422-1982.

Christmas Circle: A long-standing holiday tradition, Christmas Circle, will celebrate its 46th year in Chula Vista. The public is welcome to walk or drive through a neighborhood beautifully trimmed with sparkling lights and festive decorations. The Circle is open from 5 to 10 p.m. daily from December 13 – 26 and located on Whitney and Mankato between First and Second Avenues.

Homes for the Holidays: Drive by homes and yards decorated for the holiday season throughout various neighborhoods of EastLake, beginning

December 13. Maps with suggested routes and addresses of decoration contest winners will be posted at www.eastlake.net. Sponsored by EastLake II and EastLake III Community Associations, (619) 421-3340.



2004 U.S. Olympic Teams Trials for the men's 50 km race walk will take place on Sunday, February 15. A flat, fast 2,000-meter course will be created along the Chula Vista Marina area. For more information and details, watch the City's website at www.chulavistaca.gov or contact Elite Racing at (858) 450-6510.

The Women of **Mainly Mozart** trio will present a program of Ravel, Debussy, Bach, and other classics on February 19 at 8 p.m. at the Chapman Performing Arts Center at EastLake High School. A pre-concert soiree benefiting the EastLake Educational Foundation will be held from 6:30 - 7:45 p.m. Please call (619) 216-5054 for ticket information.

For more information about events taking place in Chula Vista throughout the year, call the City's special events hotline at (619) 585-5682; or visit the Calendar of Events page on the City's Web site at www.chulavistaca.gov.

Otay Ranch Fire Station Dedicated

One of the largest fire stations in the county opened September 11 in Otay Ranch, just a few yards away from



the City's newest high school. Fire Station 7, a 14,000 square foot facility at the intersection of Santa Venetia and La Media, will serve as the center of all fire operations in the City of Chula Vista, east of Interstate 805.

During the grand opening ceremonies, firefighters dedicated a memorial to the men and women of the New York Fire Department who lost their lives in the terrorist attacks on the World Trade Center. Names and ranks of the 343 fallen New York firefighters are etched in a concrete walk that spans the width of the building. Visitors to Station 7 can't miss the life-size bronze



sculpture of two firefighters in action—another reminder of the challenges these professionals face in the line of duty.

New Police Headquarters To Open Downtown

In February, the Chula Vista Police Department will be moving out of its cramped space in the Civic Center complex and into new headquarters at the corner of Fourth Avenue and F Street. The three story building offers

the latest technological advances and plenty of room for the 339 sworn and civilian police employees. The old building was designed in the 1960s for a much smaller police force assigned to serve a population of 80,000 residents. Today's population hovers around the

200,000 mark, and by 2020, another 75,000 people are expected to move into the City.

Look for news about the police dedication ceremonies on the City's Web site at www.chulavistaca.gov.

Teddy Bear Drive

continued from front page

The hospital distributes the donated bears to its young patients throughout the year—until the supply runs out.

"Our officers think the Teddy Bear Drive is an extraordinary program," says Chula Vista Assistant Chief of Police Jim Zoll. "Health care workers tell us the bears promote healing. To the children, they're a friend to hold onto during a painful procedure or a long stay in a hospital bed."

Dropping off the bears at Children's Hospital is a high profile event. A long caravan of police cars, filled to the rearview mirrors with teddy



bears, is escorted along the freeways by the California Highway Patrol. Santa Claus and members of the San Diego Chargers are along for the ride and the special delivery.

This year's event, scheduled for December 15, includes the following sponsors: North Island Financial Credit Union; Coors Amphitheatre; Pacific Life Holiday Bowl; Community Health Group; and Kool Radio 95.7.

If you'd like to donate a new teddy bear, contact Olivia Castellanos at (619) 691-5077 or drop off your bears at the Chula Vista Police Department front counter, 276 Fourth Avenue, Monday through Friday, 8 a.m. to 5 p.m. The donation deadline is Monday, December 8.

Chula Vista

Spotlight

City Council
Stephen C. Padilla, Mayor
Patty Davis
John McCann
Jerry R. Rindone
Mary Salas
City Manager
David D. Rowlands, Jr.



The Chula Vista Spotlight newsletter is published five times per year and is distributed as a public service to residents and businesses by the City of Chula Vista. Copies are also available at various locations around the city. Send comments or inquiries to the Office of Communications, City of Chula Vista, 276 Fourth Avenue, Chula Vista, CA 91910. The city's Web page address is www.chulavistaca.gov.

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Spotlight

CITY OF CHULA VISTA

HOLIDAY 2003



Chula Vista Police Lead Children's Hospital Teddy Bear Drive

There is something about a stuffed teddy bear that brings joy and comfort to children, especially when they are anxious and in pain.

For thirteen years, police agencies from around the county have been collecting thousands of new bears donated by the public and delivering them to Children's Hospital just before the holidays. This year, the Chula Vista Police Department is spearheading the Teddy Bear Drive and hoping the countywide effort brings in 14,000 of the stuffed toys.

*Please see **Teddy Bear Drive**, inside*



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Freeway System Now on the Fast Track



The heavy equipment has moved in, and the long-awaited State Route 125 South is now under construction. The 9.3-mile freeway—a toll road—is part of

a system that's been planned for the region since 1959. When completed, the road will run between SR 54 in Spring Valley to SR 905 near the Otay Mesa

International Border Crossing.

City leaders say the freeway is a vital link to the county's transportation network. The new freeway will reduce traffic congestion on surface streets in Chula Vista and Bonita as well as Interstates 5 and 805. Forecasts show that Chula Vista residents using the new freeway will reduce their southbound drive time to Otay Mesa by up to 75%. The highway will improve traffic flow and air quality because of reduced auto emissions.

At groundbreaking ceremonies for the new road, U.S. Transportation Secretary Norman Mineta praised the unique public-private partnership that made the project economically viable. Without it, he estimated the project would have taken at least another decade.

SR 125 is expected to open in the fall of 2006. ■

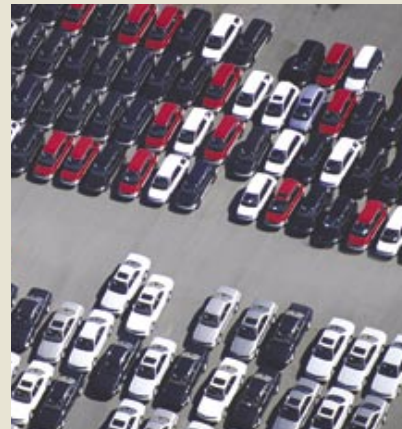
Chula Vista's Auto Park Gears Up

Your next Chrysler, Jeep or Dodge purchase could be made right here in Chula Vista. Recently, McCune Motors announced plans to open a dealership along Main Street in the Auto Park.

The Auto Park already houses Fuller Ford, Fuller Honda and People's Chevrolet. Last summer the City Council and the Redevelopment Agency paved the way for three more dealerships, and in the months ahead, council members are expected to make way for an additional four sites.

Other new dealerships are expected to publicly announce their plans to join the Auto Park within the next several months.

Expansion of the Auto Park is a City Council priority because dealerships



\$4.2 million annually to the general fund.

The Auto Park expansion area is located on both the north and south sides of East Main Street between Interstate 805 and the Coors Amphitheatre.

It's been eight years since a new dealership opened in the City of Chula Vista. Until now, environmental constraints prohibited development of a number of properties along Main Street. For example, the site selected by McCune has been vacant for 22 years. However, the City worked closely with a number of outside agencies, including the Regional Water Quality Control Board, to deal with the environmental challenges. Now, both financing and construction for the dealership have been given the green light to move forward. ■

Around town...

City's Web Site Popularity Soars

The numbers are mind-boggling. Each month, the City's updated Web site is tracking 1.8 million hits and playing host to 85,000 visitors. Chula Vista's redesigned Web site was launched in November 2002 and offers a wealth of information about



City government and City services. Plus, visitors are discovering they can register for recreation classes online, download documents and even job applications, and watch the live

web cams capturing the action at the Shark and Ray Exhibit at the Chula Vista Nature Center. We are listening to your suggestions and making changes daily. Please visit us often at www.chulavistaca.gov.

Recycling Holiday Greens

Just a reminder to recycle holiday trees and greens! Residents should remember to remove all tinsel, decorations, wire and plastic stands. If the tree is over 6 feet tall, please cut it in half. Recycle in one of the following ways:

- Residents with curbside service: Place the tree at the curb on regular trash/recycling day.
- Residents with bin service, apartments, condominiums, and mobile home parks: Contact the manager for information about the free pre-scheduled collection day at your complex.

- Flocked trees are not recyclable and should be cut up and put in the trash.
- For further information, please contact Pacific Waste Services at (619) 421-9400.

Chula Vista and SDG&E Host Energy Conservation Event

Did you know that saving energy can be as easy as flipping a light switch?

That's because if you use energy-saving light bulbs and lamps, you can reduce energy costs up to 70 percent.

San Diego Gas & Electric (SDG&E) and the City of Chula Vista will host an Energy Conservation Event to help residents learn to save energy and money. The event will be held on November 13, 2003 from 10 a.m. to 7 p.m. For location information, call 1-800-411-7343. If you live in Chula Vista, bring your energy-hogging light bulbs and lamps (a limit of up to ten per resident) to the event and exchange them for bulbs and lamps that save energy.

While you're there, learn about SDG&E's financial assistance, home rebate and business programs. And, kids can have a chance to visit with Louie the Lightning Bug, SDG&E's safety mascot that helps children play it safe around electricity.

To learn more, call 1-800-411-SDGE (7343) or go to www.sdge.com.



Parks Update

With the adoption of the 2004 Capital Improvement Program Budget, the City Council approved a financing plan for a variety of improvements in western Chula Vista that includes \$9.45 million of parks and recreation improvements. This program includes funding for the reconstruction of Eucalyptus Park, reconstruction of Otay Park, the construction of a new



neighborhood park on Oxford Street between Broadway and Industrial Boulevard and renovation to the historic Woman's Club. In addition to these projects, Los Ninos Park will receive new shelters and the restrooms will be reconstructed. Improvements will also be made to the Parkway Pool.

Design activity is already underway on the new Oxford Street Park by City staff. Work on the other facilities will begin in the near future. ■

You Are Not Alone

Mary, at the age of 89, is a very independent woman, who lives alone in her home in Chula Vista. Her closest relatives live thousands of miles away. And last year, she lost four good friends. Mary (not her real name) doesn't get out much, so she looks forward to her weekly visits from members of the Senior Volunteer Patrol (SVP).

Mary is a participant in the You Are Not Alone (YANA) program, run by members of the SVP. Volunteers compile a list of elderly and disabled residents who are often homebound and dependent on others for assistance. Everyone on the list gets a check-up telephone call six days a week. A few, like Mary, request a weekly visit. Volunteers don't run errands or perform chores—they make referrals and help YANA participants get the help they need.

"If I needed help, I would ask them," says Mary, who takes pride in the fact that she cleans her own home and tends a small flower garden on her patio.

The trained volunteers operate under



the auspices of the Chula Vista Police Department. They wear uniforms and drive refurbished patrol cars. The faces of the volunteers who visit Mary to check on her health and safety change every few months.

On this Tuesday, Peggy Dagg and JoAnne Smith arrive at the door. After they remind Mary to keep her front screen door locked and ask a few questions about her health, all three women sit down for a chat that covers a range of topics—everything from baseball to gardening tips.

"I just enjoy seeing her," says Dagg, a one-year volunteer. "It's not too long down the road that I'll be in the same position."

The Senior Volunteer Patrol also runs

a safety program for young schoolchildren called ChildLink.

Among their other duties, volunteers help police with traffic control and assist in securing crime scenes.

If you are at least 50 years old, looking for a rewarding

experience and a way to serve your community, consider joining the SVP. For more information, call their office at (619) 420-0212. ■

Chula Vista Vision 2020 Workshops

A series of community workshops will be held during November on Chula Vista Vision 2020, the City's General Plan Update. The workshops will be held in the Northwest, Southwest and East/Otay Ranch areas of the City. Residents are encouraged to attend so they can comment on proposed land use and transportation alternatives that will shape Chula Vista's future growth and development. Visit the General Plan Update link on the City's Web site, www.chulavistaca.gov, or call the General Plan Update phone line at (619) 409-5486, for the time and location of the workshop nearest you, and to learn more about the General Plan Update process. ■



The Complete Picture on Main Street



For years, 46 palm trees have stood alone, lining the median along East Main Street that frames the entrances to two of the City's most popular attractions—Knott's Soak City and Coors Amphitheater. These days, the median has a more finished and colorful appearance with the recent addition of agave plants, exotic grasses and a colorful array of crushed granite. The landscape project completes the City's first beautification program east of Interstate 805, and aesthetically ties in with the nearby Otay Regional Park. The plants require little water and even less maintenance. Plans call for similar landscape projects for other areas along the Main Street corridor. ■